

brandgraphica™

Task

Client

World Gold Council

Founded in 1987, the World Gold Council is an organisation formed and funded by the world's leading gold mining companies with the aim of stimulating and maximising the demand for, and holding of gold.

As one of the World Gold Council's leading marketing initiatives, Gold Expressions 2008 brings the best of Italian gold jewellery design to the global markets. Now in its fifth year, this successful product development programme promotes innovative 'Made in Italy' design and product excellence in order to stimulate global consumer demand for gold jewellery.

Project

Gold Expressions on QVC (right)

Description

Brandgraphica designed this website with CFP Group for Gold Expressions. The project involved taking aspects from an existing site (top right) and creating a new model to exploit air time on QVC. Central and lower images show a selection of design visuals from the pitch. Having recently created the corporate guidelines for Gold Expressions, we were an obvious choice for the development of this promotional site.

Brandgraphica continues to work with CFP on many projects for World Gold Council.

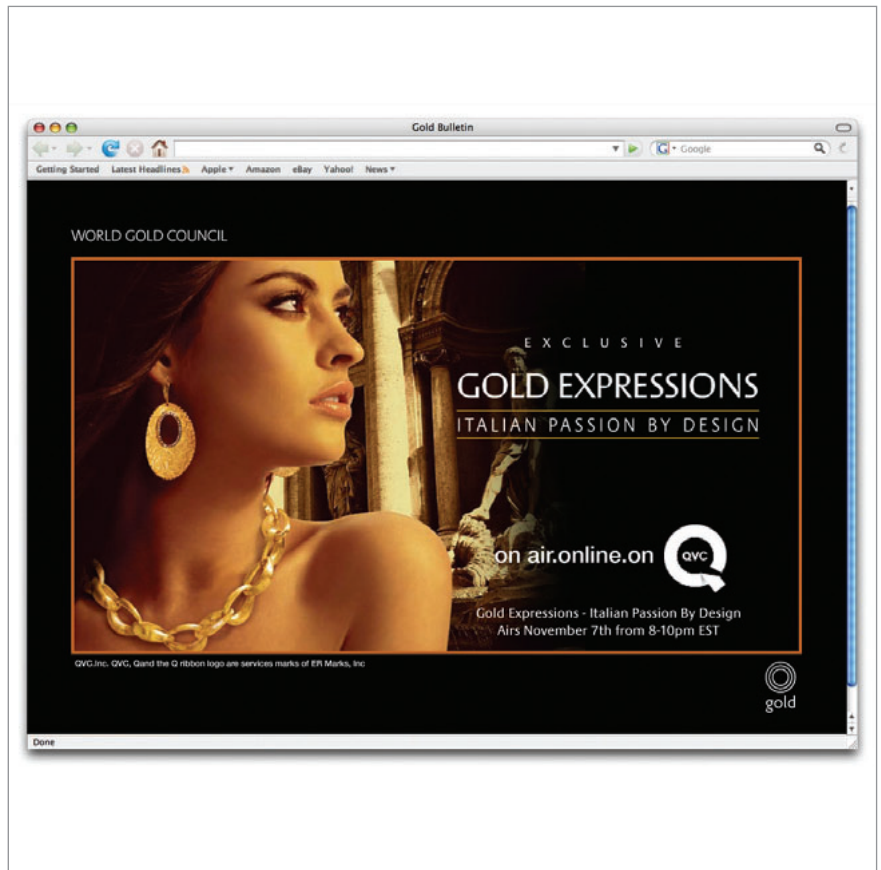
good design *sells*

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